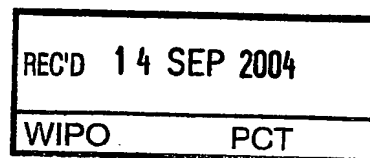


PCT/NZ2004/000183



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## CERTIFICATE

This certificate is issued in support of an application for Patent registration in a country outside New Zealand pursuant to the Patents Act 1953 and the Regulations thereunder.

I hereby certify that annexed is a true copy of the Provisional Specification as filed on 12 August 2003 with an application for Letters Patent number 527578 made by SCHEL SOFTWARE LIMITED.

Dated 1 September 2004.

**PRIORITY DOCUMENT**  
SUBMITTED OR TRANSMITTED IN  
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*Neville Harris*

Neville Harris  
Commissioner of Patents, Trade Marks and Designs



527578

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Our Ref: CC504265

Patents Act 1953

PROVISIONAL SPECIFICATION

**METHOD AND APPARATUS FOR MEDIA BUYING**

We, **SCHEL SOFTWARE LIMITED**, a New Zealand company, of Level 8, Westpac Trust Tower, 120 Albert Street, Auckland 1001, New Zealand do hereby declare this invention to be described in the following statement:

PT043754961

## **METHOD AND APPARATUS FOR MEDIA BUYING**

### **TECHNICAL FIELD**

5 This invention relates generally to a method and apparatus for media buying and in particular, but not exclusively to apparatus for assisting a media buyer to identify media buying options to buy and a method for selecting media buying options in order to achieve one or more goals/targets.

10 Throughout the specification, the term "media" has been used in a broad sense so as to include, without limitation, television, radio, cinema, printed publications, outdoor advertising spots and/or internet web pages. Accordingly, the term "media buying option" means a unit of media that can be purchased, with the unit depending on the particular type of media under consideration and the preferred or required quantity of that media that  
15 represents one unit for purchase.

### **BACKGROUND**

20 At present, when a media buyer is selecting media buying options, the selection may be performed manually with the assistance of a computer. The computer has access to a computer memory, which stores details regarding each media buying option, including its time or location, its cost and one or more measures of the exposure achieved by advertising using the media buying option. The details identifying the media buying option and its cost may be provided by the media supplier, whereas typically the measure(s) of  
25 the exposure of the media buying options are provided by a media research company.

There are various measures for exposure of media buying options, which depend on the type of media and the available statistical information to form measures of exposure. Taking for example television as the media, some commonly used measures of exposure  
30 and exposure targets are:

**Reach:** Overall reach is the percentage or number of a target audience to see an advertisement at least once. For example, if half of the desired target saw the advertisement, the campaign reach was 50%. 1+ reach is the same as overall reach.

35 Reach can also be measured at different levels of frequency. For example, 2+ reach is the percentage of a target audience who saw an advertisement at least twice.

**Target Audience Rating Points (TARPs):** Also known as Rating, Average Audience or GRP (Gross Rating Points). TARP for individual spots/quarter hours is the percentage of the target audience viewing a channel at that time. For example, if 12% of a target audience is viewing a channel then it is achieving 12 TARPs. TARP on several spots in a schedule may be calculated by adding the TARPs for each spot. For example, if 3 spots are in a schedule and each of them rates a 12, the schedule achieves 36 TARPs in total.

**Frequency:** Average frequency is the typical number of times an advertisement was seen by a person. Average frequency may be calculated by dividing total campaign ratings (TARPs) by the overall reach. For example, 200 TARPs might be needed to reach half of the target audience. The average frequency is 200 (ratings) divided by 50 (overall reach) = 4.0 times.

**Cost per TARP (CPT):** is the cost of a media buying option divided by its TARP value and is a measure of cost efficiency.

**Reach Corridor:** Exposure Targets are often expressed in terms of a reach corridor. An example of a reach corridor is: Reach 50% 2-5 times. This means that 50% of the target audience saw the particular advertisement between 2 and 5 times.

One existing method for a media buyer to select media buying options is to display all the media buying options in a list. The list may be able to be sorted by, for example, start time or CPT. One or more filters could be applied to the list, filtering out media buying options that do not meet criteria such as availability, programme desirability, or any other filter criteria required by the media buyer.

Alternatively, or in addition, the computer may be operable to display the media buying options in a two dimensional schedule. The schedule may have a vertical axis delimiting time scale and a horizontal axis delimiting days of the week, or channels currently being analyzed. This way, a media buying option, such as a television programme, is depicted in the schedule as a cell, with a height proportional to the duration of the programme. Information could be provided in the cells or be accessible by linking through the cells. The information provided usually includes at least one variable defining the exposure of the media buying option.

In a third alternative, the media buyer may utilise an automated optimiser. This involves inputting a set of criteria to the automated optimiser, which then evaluates the available media buying options and makes a selection, subject to filtering and other criteria. Typically, the automated optimiser is told to select the media buying options that have a maximum exposure to cost ratio.

A disadvantage of automated optimisers is that the user often is unaware of the methods used to select programs. Also, there is often limited capability for customising the resulting set of media buying options that are selected. While the combination of a manual method and an automated method may be used, this is time consuming and the manual methods may not be particularly suited to obtaining an optimum mix of media buying options.

It is therefore an object of the present invention to provide a method and/or apparatus for media buying that overcomes or alleviates problems in such at present, or at least to provide the public with a useful alternative.

### **SUMMARY OF THE INVENTION**

According to a first aspect of the present invention, there is provided a computer-implemented method for graphically displaying media buying options, the method including receiving a cost attribute and an exposure attribute for each media buying option and displaying a plot of available media buying options, wherein the media buying options are plotted against a first axis corresponding to said cost attribute and a second axis corresponding to said exposure attribute.

Preferably, the step of displaying a plot of available media buying options includes evaluating a set of media buying options against filter criteria and displaying only the media buying options that satisfy the filter criteria.

Preferably, the method may include providing on the display an indicator of the media buying option or options that maximise or minimise the absolute value of the exposure attribute per unit cost over a range of cost for the available media buying options.

Preferably, the indicator may be a line showing the outer limit of media buying options that

maximise or minimise the absolute value of the exposure attribute per unit cost.

Preferably, the method may include forming the line so as to have only a positive or a negative gradient along substantially the entire length of the line.

In one embodiment, the line may be an average of the options that maximise or minimise the absolute value of the exposure attribute per unit cost for each of a plurality of segments of the plot.

Preferably, the indicator may show the media buying option or options that maximise the absolute value of the exposure attribute per unit cost.

Preferably, the method may include displaying a total cost of all previously selected media buying options.

Preferably, the method may include displaying at least one total exposure attribute for all previously selected media buying options.

Preferably, the method may include allowing a user to select the metric used as the exposure attribute for the media buying options.

Preferably, the method includes differentiating in said plot any media purchase options that have been previously selected from those that have not been selected.

Preferably, where repeat purchases of a media buying option are possible in the predetermined time period, the method includes identifying in said plot the number of times each media buying option has been selected.

Preferably, the method may include identifying in said plot the number of times each media buying option has been selected by displaying each media buying option as a number in said plot, the number indicating the number of previous selections.

Preferably, the method includes providing an option for the user to display, in a second plot having a first axis corresponding to or related to said cost attribute and a second axis corresponding to or related to said exposure attribute only previously selected media purchase options.

Preferably, media buying options plotted in the second plot may be plotted by the negative of their cost and exposure attributes.

5 According to a second aspect of the present invention, there is provided apparatus for graphically displaying media buying options, the apparatus including a computer system operable to read either a local or remote computer memory containing one or more cost attributes and exposure attributes for each of a plurality of media buying options and display on a computer display a plot of available media buying options, wherein the media  
10 buying options are plotted against a first axis corresponding to their respective cost attribute and a second axis corresponding to their respective exposure attribute.

15 Preferably, the step of displaying a plot of available media buying options includes evaluating a set of media buying options against filter criteria and displaying only the media buying options that satisfy the filter criteria.

20 Preferably, the computer system may compute and display an indicator of the media buying option or options that maximise or minimise the absolute value of the exposure attribute per unit cost over the range of cost for the available media buying options.

25 Preferably, the indicator may be a line showing the outer limit of media buying options that maximise or minimise the exposure attribute per unit cost.

30 Preferably, the computer system may compute the line so as to have only a positive or a negative gradient along substantially the entire length of the line.

35 In one embodiment, the line may be an average of the options that maximise or minimise the absolute value of the exposure attribute per unit cost for each of a plurality of segments of the plot.

Preferably, the computer system may display in said plot differently any media purchase options that have been previously selected from those that have not been selected.

Preferably, where repeat purchases of a media buying option are possible in the predetermined time period, the computer system may plot each media buying option as a number, the number being the number of times that that media buying option has been

selected.

Preferably, the computer system may be further operable to display a second plot having a first axis corresponding to or relating to said cost attribute and a second axis  
5 corresponding to or relating to said exposure attribute and plot in said second plot only previously selected media buying options.

Preferably, the computer processing means is operable to plot the media buying options in the second plot according to the negative of their cost and exposure attributes.

10 Preferably, the computer processing means may, for said second plot, compute and display an indicator of the media buying option or options that minimise the exposure attribute per unit cost over the range of cost for the available media buying options.

15 Preferably, the indicator of the media buying option or options that minimise the absolute value of the exposure attribute per unit cost may be a line drawn through the plot.

In one embodiment, the line may be an average of the options that minimise the exposure attribute per unit cost for each of a plurality of segments of the plot.

20 According to a third aspect of the present invention, there is provided a computer-implemented method for graphically displaying media buying options, the method including:

- 25 a) calculating or retrieving from memory two or three attributes of each media buying option and graphically plotting in a plot each media buying option against said two or three attributes, wherein at least one of said attributes is an exposure attribute;  
b) recalculating the exposure attribute and updating the plot when a variable affecting the value of the exposure attribute of one or more media buying options is changed.

30 Preferably, the method may include performing step b) when a media buying option is selected or deselected for purchase.

Preferably, the method may include performing step b) when forecast parameters for the exposure attribute are varied.

35 According to a fourth aspect of the present invention, there is provided apparatus for



graphically displaying media buying options, the method including:

- a) calculating or retrieving from memory two or three attributes of each media buying option and graphically plotting in a plot each media buying option against said two or three attributes, wherein at least one of said attributes is an exposure attribute;
- b) recalculating the exposure attribute and updating the plot when a variable affecting the value of the exposure attribute of one or more media buying options is changed.

Preferably, the method may include performing step b) when a media buying option is selected or deselected for purchase.

Preferably, the method may include performing step b) when forecast parameters for the exposure attribute are varied.

Further aspects of the present invention may become apparent from the following description, given by way of example only and with reference to the accompanying drawings.

### **BRIEF DESCRIPTION OF THE DRAWINGS**

Figure 1: shows a display of a plot of media buying options according to one aspect of the present invention.

Figure 2: shows a variable selection screen for setting variables to be used for forming the plot shown in Figure 1.

Figure 3: shows a target selection screen for setting targets for selection of media buying options.

Figure 4: shows a display of a plot of previously selected media buying options.

Figure 5: shows a flow diagram of the main steps performed by a computer to display the plots shown in Figure 1 and Figure 4.

Figure 6: shows an example of a three dimensional plot according to an aspect of the present invention.

## DETAILED DESCRIPTION OF THE DRAWINGS

The present invention relates to a method and apparatus for assisting the selection of media buying options. The invention includes displaying the media buying options to a media buyer in a new way, as a plot against a cost attribute and an exposure attribute. This may allow the media buyer to use visual inspection to identify the media buying options for selection (or deselection).

Figure 1, shows an example of a screen display, referenced by arrow 100, that may result from the method and apparatus of the present invention. The screen display 100 is displayed as part of a graphical user interface (GUI) presented by a computer system, which may be a personal computer with access to a computer memory containing information on each media buying option to be considered. The computer memory may be local, for example the hard disk of the personal computer or a compact disc, or may be remote, such as on a database accessible through a local or wide area network. In this embodiment, the user may interact with the GUI through a point and click device such as a mouse. A pointer 101 for the point and click device is shown in Figure 1. The screen display 100 includes a plot 1, including two axes 1A and 1B against which media buying options are plotted.

In Figure 1, the media buying options are represented either by zeros or a number located in the plot 1, the significance of the number displayed being explained herein below. In the example shown in Figure 1, the axis 1A is a measure of incremental exposure that each media buying option provides. The exposure may be measured in any suitable metric, including, for example, target audience rating points (TARPS), 1+ reach, 2+ reach, reach against a 2-5+ corridor for any other required exposure metric and may represent a combination of exposure attributes. The axis 1B is a value of the incremental cost of each media buying option. In another embodiment, the axes 1A and 1B may be reversed and in a further alternative embodiment the axis values may be negative values, showing the outflow of money required to purchase each option and/or the exposure not obtained by not selecting an option. However, the preferred form of the plot 1 as presently contemplated is shown in Figure 1.

When the pointer 101 is moved over a plotted media buying option, details of the media buying option may be automatically displayed. The information displayed for a media buying option may include, but is not limited to its channel, day of the week and time, cost

and its exposure value. An option to select a media buying option for purchase may be accessible through a menu displayed by clicking a button on the point and click device. The media buyer may access further information by selecting the media buying option, for example by double-clicking on the plotted media buying option, after which a new screen may be displayed with details relating to the media buying option and allowing a media buying option to be selected for purchase. The media buyer may have to drill down to obtain more specific information regarding each media buying option.

In one embodiment, after a media buying option has been selected for potential purchase, its display on the plot may change. For example, in Figure 1, one of the media buying options, referenced by arrow 4 is displayed as a "1". This indicates that one spot has already been booked into the schedule for this media buying option. Those skilled in the relevant arts will appreciate that multiple selections and purchases may be made of a single media buying option where the time period or other resource is sufficiently long to cover multiple time slots for that media buying option. For example the plot 1 may display all the media buying options over several weeks, with the media buyer having an option of purchasing a particular media buying option for one week or two or more weeks. If two slots are selected for purchase, a "2" may be displayed in the plot 1 as the representation for that media buying option. Alternative methods of distinguishing selected media buying options may be used, for example using colour codes, different shapes, or otherwise. However, displaying a number may be preferred due to avoiding having to remember any correlation between the indicator used and the number of selections.

If a metric for the exposure attribute is reach or another metric that is not a simple ratings measure or similar metric, then the incremental benefit of purchasing a media buying option generally decreases with each media buying option purchased. This is because the substantially the same viewers will tend not to see the advertisement each time it is broadcast (or otherwise displayed if another medium is used). Similarly, the incremental benefit of purchasing other media buying options having a similar audience generally decreases for the same reason.

Therefore, in one embodiment of the present invention the exposure attribute is recalculated and the plot updated each time a media buying option is selected. Therefore, every media buying option is displayed according to its additional contribution to the previously selected set of media buying options, rather than according to its exposure value in isolation of the previously selected media buying options. Recalculation and

updating of the plot may be particularly advantageous in allowing the media buying option to select the best mix of media buying options.

5 The screen display 100 may display the current exposure, which is the accumulated exposure obtained from the set of media buying options that have been previously selected and may also display the actual spend, being the amount needed to be spent to purchase the media buying options that have been previously selected. The display of current exposure and actual spend are referenced 2 and 3 respectively in Figure 1.

10 A line 5 may be drawn on the plot showing the outer limit of the available media buying options. The line 5 may be computed using any suitable algorithm and may involve, for example iteratively searching for the most cost effective media buying options along the cost axis and plotting the line 5 through the identified media buying options so that the gradient of the line 5 never increases and is never negative. Some relaxation from these  
15 requirements may be made by using an alternative algorithm if required. The media buyer would typically first examine the media buying options on or close to the line 5 for selection and purchase.

20 Alternative methods of calculating the line 5 may be used. For example, instead of being an outer limit line, the line 5 may be drawn through the average of the top few, say three, media buying options per segment of an axis or about the media buying options on the outer limit line or be a coloured band through the top options. The line 5 may be drawn through the lower outer limit, perhaps to assist in the identification of media buying options that should be deleted from consideration. Also, alternative methods of indicating the  
25 media buying option or options that maximise the ratio of exposure to cost may be used, including for example colour coding the media buying option that has the maximum exposure to cost ratio for each segment of one of the axes of the plot. If the plot 1 is plotted using negative values for the exposure attribute and/or cost, the line 5 would be drawn on the opposing side of the plot. For calculation purposes, the absolute values of  
30 the exposure attribute and cost may be used for drawing the line 5.

35 In the example shown in Figure 1, both the exposure and cost are displayed in plot 1 incrementally. As an alternative, the absolute values could be displayed, in which case the value for exposure would range from 45 to 75 and the values for cost would range from 43,000 to 57,000.

The display size of the plot 1 may be able to be increased so that the media buyer can more easily view areas of high density, for example the portion at the lower left hand corner of the plot 1. This may be achieved using any suitable technique, for example using a zoom tool or area selection tool.

5

Referring now to Figure 2, a variable input screen generally referenced by arrow 200 is shown. The variable input screen 200 allows input of some of the variables for selecting the media buying options that are to be displayed in display 100 and for recording each media booking session. In this embodiment, the variable input screen 200 allows selection of a client name using a client name field 201, which may be used for saving and retrieving from memory the media booking session and selection of the client may automatically set some predetermined variable values specific to that client. A demographic field 202 allows for the selection of the target demographic, which typically influences the value of exposure for each media buying option. A time period is selected using a time field 203, which in this embodiment allows selection of time periods in weeks. This field represents one of the filter criteria applied to select which media buying options to display in the plot 1. A channel selection field 204 allows selection of the channels for which the available media buying options are to be displayed. In addition, variable input screen 200 may have a ratings projection field 205 allowing selection of the historical data to be used to forecast the ratings or other exposure attribute for the time period specified in time field 203.

Those skilled in the relevant arts will appreciate that variable input screen 200 is merely an example of one of many possible different input screens that may be provided, allowing specification of any number of input variables for governing what media buying options are to be plotted in plot 1. The options available will depend on the types of media available and the number of available media buying options per unit of an input variable. Provided a compatible measure of exposure is used, media buying options from different media may be displayed on the same plot 1, allowing formation of a portfolio of media buying options.

Figure 3 shows a target input screen 300. The target input screen shown in this embodiment includes a schedule objectives box 301, which allows the input of a reach target, single frequency target or reach corridor. The budget limit and further filter criteria, in this example minimum TARP and maximum CPT, may also be entered in the schedule objectives box 301. In screen display 100, the display may indicate if the actual spend

35

exceeds the budget limit. For example the actual spend field 3 may change colour if the budget limit is exceeded. Typically, if a 2+ frequency or higher was required, the user would initially set a 1+ frequency target, make selections from plot 1 until the target was achieved, return to target input screen 300, increase the frequency to 2+ or 3+, which would then change the plot 1 and allow further selections to be made to reach the new frequency target. A reach and frequency field 302 allows selection of the time period of historical data used to forecast the contribution that each media buying options makes to reach and frequency, which may not necessarily be the same time period specified in ratings projection field 205.

Again, those skilled in the relevant arts will appreciate that many different target criteria, spending criteria and filter criteria could be specified. The screen displays provided herein are given by way of example of one possible implementation, which has been simplified for clarity to remove many of the additional functions and variables that are typically used by a media buyer.

Figure 4 shows a plot 10 of selections that have been made by a media buyer. In this embodiment, the plot 10 shows the negative incremental cost of each media buying option and the associated negative exposure. By formatting the plot 10 in this way, if a media buyer is looking to reduce cost in the most cost effective manner, they would be looking to remove media buying options located towards the upper left hand corner of the plot. This is complimentary to the process followed to select the best value media buying options for selection in plot 1, which are also located towards the top left hand corner of the plot 1. However, the same values used on plot 1 could be used in plot 10 if required, in which case the line 15 may be plotted on the lower right hand side of the plot instead of the upper right hand side.

Plot 10 therefore includes two axes, an incremental cost axis 11 and an incremental exposure axis 12. As with plot 1, the axes 11, 12 may be changed to absolute values if required. A current exposure field 13 and actual spend field 14 may be displayed with the plot 10 so that the media buyer may have instant access to this information. As plot 10 only plots previously selected media buying options, all plotted media buying options have a number of one or more.

A line 15 may be plotted as a reference line, showing the outer limit of the highest cost media buying options per unit exposure. Typically, the media buyer would first examine

the media buying options on or close to this line for culling if reduced spending was required or if some media buying options need to be deselected to allow others to be included in a buying schedule.

5 As with the plot 1, in one embodiment the incremental exposure of each media buying option may be recalculated every time a media buying option is selected to be removed. The plot 10 may also be recalculated if any other variable affecting the exposure values or the media buying options available for selection is changed.

10 Figure 5 shows a flow diagram of the main steps taken by a computer to display the plots 1 and 10. The process commences at starting point 20 when the computer will perform any initialization steps required, such as setting counters to zero and identifying and retrieving an existing schedule as identified by a media buyer. In step 21, the computer identifies whether it is building a plot of the type of plot 1 or a plot of the type of plot 10.

15 This information will be entered by a media buyer. If a plot is to be the type of plot 1, the computer progresses to step 22, building a list of possible media buying options, respecting any selected filter criteria. The filter criteria would have been entered by the media buyer in a screen such as target input screen 300. If it is an existing schedule, the selections made in a screen such as variable input screen 200 would have already been  
20 made. If a media buyer is creating a new schedule, then these would need to be entered prior to performing step 22. If the plot is to be the type of plot 10, the computer will proceed to step 23, in which case it builds a list of existing media placements, respecting any selected filter criteria. The filter criteria may have been changed by the media buyer prior to performing step 23, requiring some existing selections to be deleted and others  
25 recalculated when performing step 22.

Step 24 represents a decision block to end a cyclic execution of step 25. The cycling through of step 25 will terminate when every item in the list of media buying options created in step 22 or step 23 has been subjected to step 25. Step 25 involves calculating  
30 a value for exposure for each media buying option in the list. The exposure value may be any suitable measure and may be selected by the media buyer or alternatively may be fixed.

35 Step 26 involves calculating the minimum and maximum values for the list, which are used to determine the range of values that the axes of the plot should cover. Step 27 involves clearing the display screen for display of a new plot 1 or 10. The computer in

step 28 then displays the axes for the plot 1 or 10 using the values calculated in step 26.

Step 29 terminates a loop through step 30 and terminates the loop when all media buying options in the list formed in step 22 or step 23 have been plotted in the plot 1 or 10. Step 30 involves plotting each media buying option in the plot 1 or 10 and the process terminates at step 31. Additional steps are performed to plot the line 5 and line 15.

The process shown in Figure 5 is repeated, refreshing the display any time that a new plot needs to be displayed. A recalculation and a new plot may be required if any variables that affect the incremental contribution to the exposure attribute are changed and a new plot may be required if the user selects a different display option. For example the media buyer may change the filter criteria using schedule objectives box 301, change the available time period in which the media purchase options are located, change the historical data used to forecast the exposure attribute, make or remove a selection of a media buying option, change the metric of the exposure attribute.

The recalculation and drawing of a new plot may be performed for plots that have axes other than an exposure attribute against cost. For example, a plot of TARP against REACH may be displayed or any other variables used as required. The variables selected will depend on what the media buyer views as useful and from which the media buyer can visually perceive which media buying options to select (or deselect).

In one embodiment, the plot may have three axes. For example, the plot may show TARP against reach and cost. In this embodiment, if an indicator is plotted showing the outer limit of options that maximise (or minimise) one or a combination of TARP and reach per unit cost, this indicator may be in the form of a surface.

Figure 6 shows an example three-dimensional plot of TARP against reach and cost. In this example there is a local maximum represented by the peak in the surface plot. Media buying options located around this point show an abnormally high TARP level for the given cost and reach. In order for the user to fully understand plots in more than two dimensions, the user may be provided with controls which would allow the surface plot to be rotated about any axis. This enables the user to view the data from any perspective and more easily find peaks and troughs. In this representation the ideal spots are located towards the top left corner of the plot. Extending the concept of the outer limit line in the two dimensional plots, in this plot the outer limit could be plotted as a surface, rather than



a line to assist the buyer in determining which spots provide the best way of increasing TARP in conjunction with Reach.

5 In one embodiment, the computer may perform an automated selection process, optimising the selection based on its criteria and then display plot 1 and plot 10 to the media buyer to allow manual adjustment of the selection. In this way a time efficient mix of automated and manual selection may be achieved.

10 Where in the following description reference has been made to specific components or integers of the invention having known equivalents then such equivalents are herein incorporated as if individually set forth.

15 Although this invention has been described by way of example and with reference to possible embodiments thereof, it is to be understood that modifications or improvements may be made thereto without departing from the scope of the invention.

**BROADCAST M.A.P. LIMITED**

By their Attorneys

**BALDWIN SHELSTON WATERS**



1/5

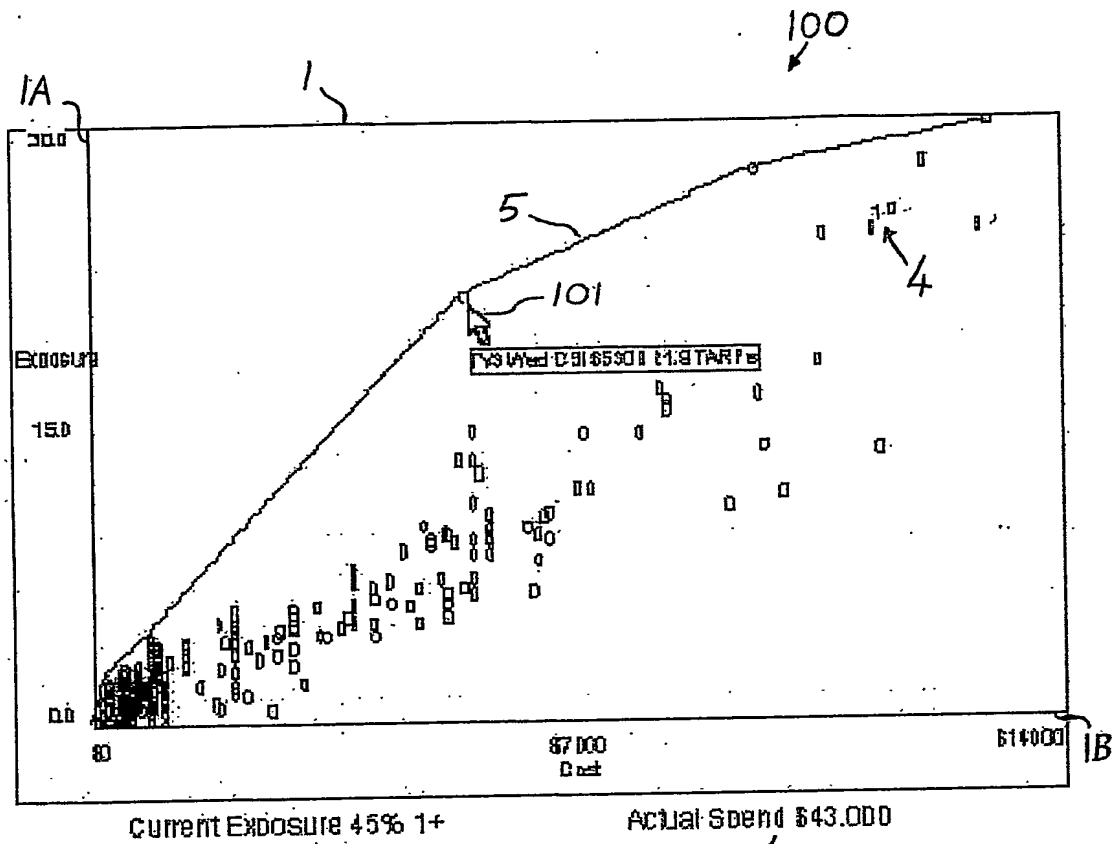


Figure 1

Figure 2 is a software interface for booking sessions. It includes a "Client" section with "Bisleys Brewing" and buttons "Add", "Modify", "Delete". Below are "New Booking Session" and "Previous Booking Session" tabs. The "New Booking Session" tab has a "Product" dropdown (Bisleys Brewing), a "Demographic" dropdown (All 05+), and a "Week Commencing" list (20/07/03 to 27/08/03). The "Previous Booking Session" tab has a "Which recent weeks do you wish to use for the ratings projection?" list (01/06/03 to 11/05/03). Buttons at the bottom include "New Booking Session" and "Return to Menu".

Figure 2

300

Time: 1000-2229  
Days: All Days  
Channels: TV1  
Week Commencing: 06/05/03  
Demographic group: All 15+

Visual Optimiser Display Parameters

Programmes avail. 188

301

**Schedule Objectives**

Reach target: 60%  
Single Frequency Target: 1+  
Reach Confid: 2-3  
Budget Limit: £250,000

Pre-filter programme selection (optional)  
Minimum TARF: 1.0  
Maximum CPT: 750.0

Start Time: 1000  
End Time: 2229  
SUN  
MON  
TUE  
WED  
THU  
FRI  
SAT

302

RRP in the selected time period(s)

01 Jun 2003 - 07 Jun 2003  
29 May 2003 - 31 May 2003  
18 May 2003 - 24 May 2003  
11 May 2003 - 17 May 2003  
04 May 2003 - 10 May 2003  
27 Apr 2003 - 03 May 2003  
20 Apr 2003 - 26 Apr 2003

4 date ranges selected

OK Cancel

Figure 3

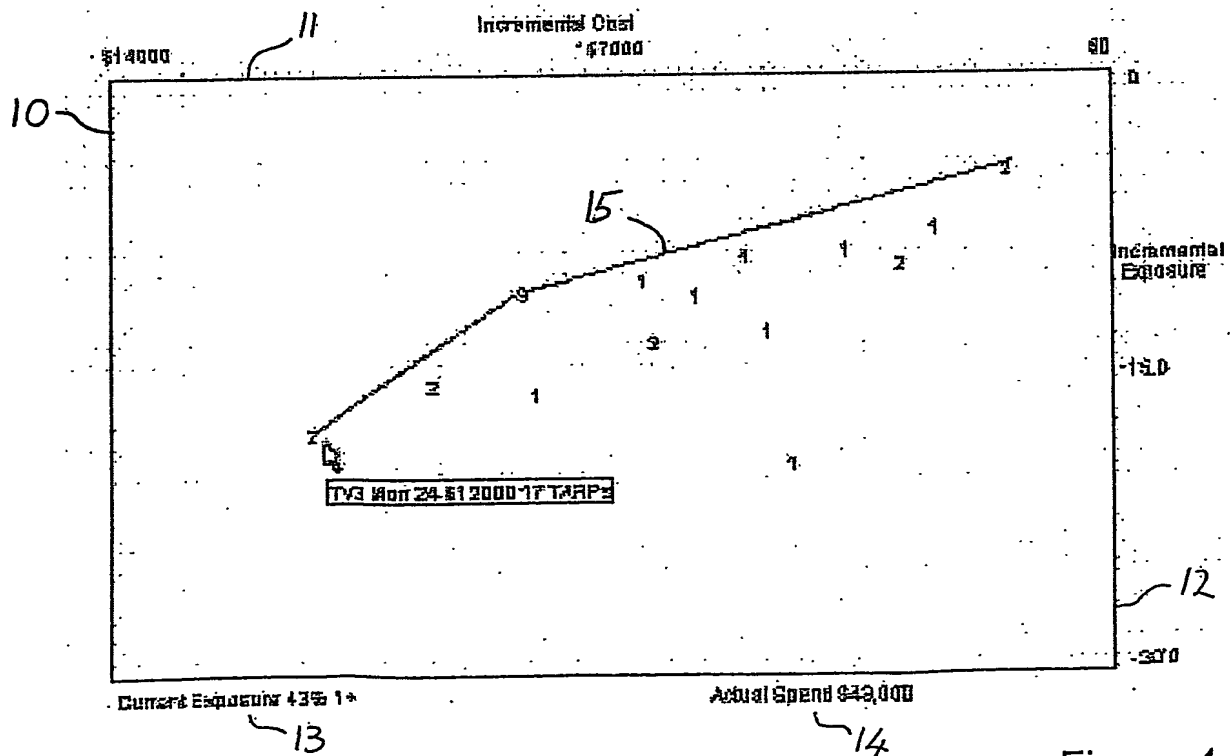


Figure 4

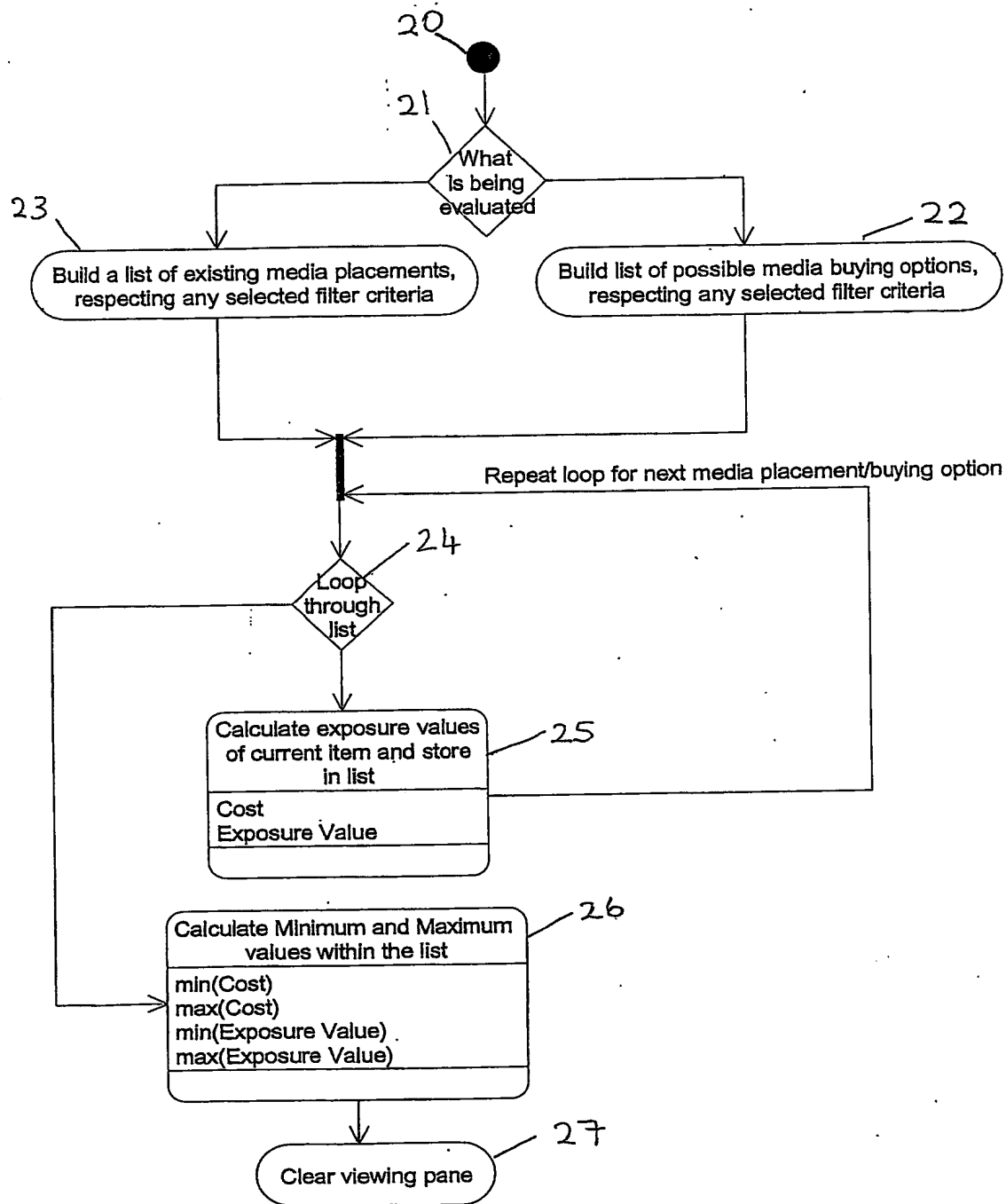


Figure 5

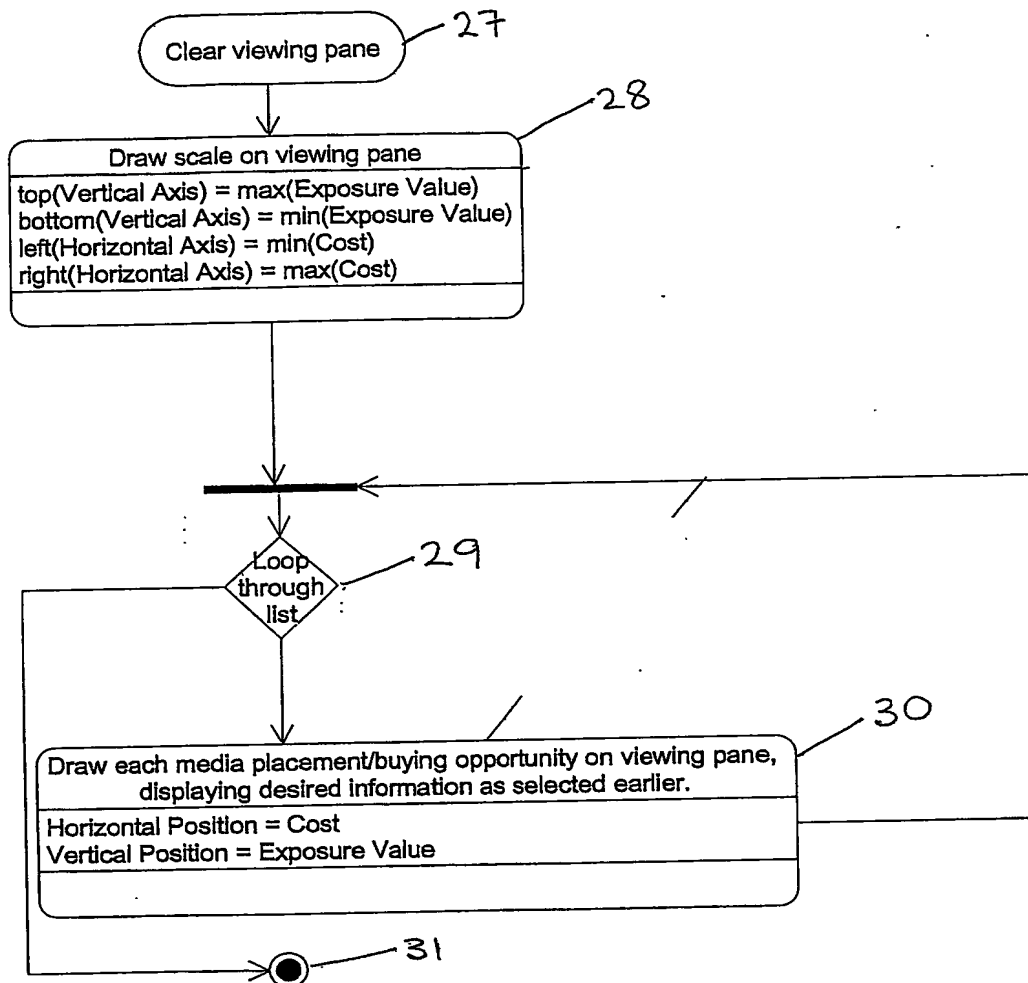


Figure 5 cont

5/5

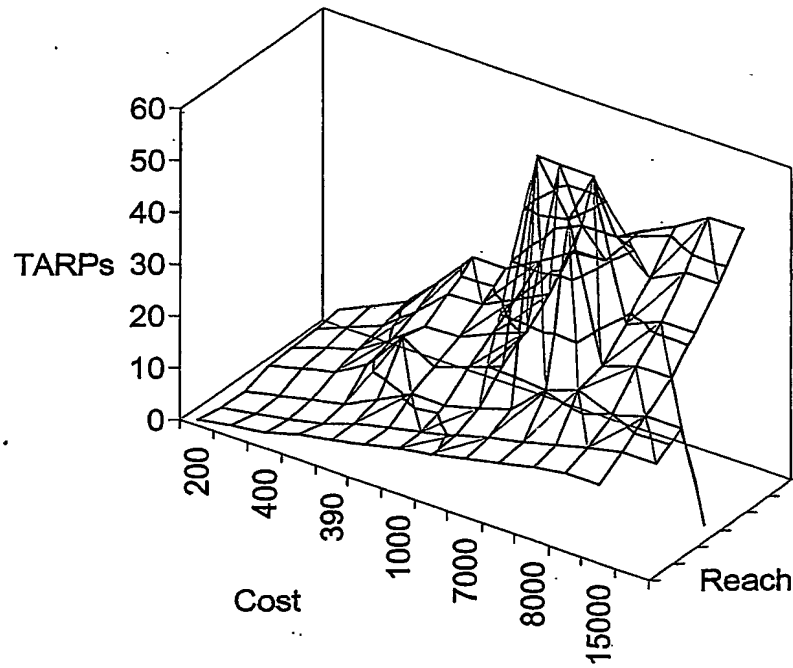


Figure 6

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